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## ORDER

Flight Dates 10/16/12-10/22/12

**Product** 

MISSOURI PMCSA

Original Date / Revision

Contract / Revision

10/22/12 10/22/12

583233

15% Agency Com

**Billing Contact** 

Advertiser Missouri PMCSA

814 King Street Suite 400

Alexandria, VA 22314

Agency Smart Media Group LLC

**Buying Contact** 

Sales Office DC-M Sales Region NAT

814 King Street Suite 400

Alexandria, VA 22314

Agency Ref

Order Sep

Alt Order #

Estimate # C16C22

Billing Type Cash

Order Type **GENERAL** 

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

**Rev Codes** SP-POL ISS POL

Product Codes PL2C

**Priority** 2

Advertiser Ref

Primary Account Executive

Dan Driscoll

Start Date End Date Account Executive Order% Dan Driscoll 100%

Order Share 25% Market Value 115000

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	28750
KCWE	%	0
KMBC	25%	28750
KMCI	%	0
KPXE	%	0
KSHB	25%	28750
KSMO	%	0

**Order Totals** Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount 0.00 10/01/12 10/22/12 22 \$24,437.50 \$28,750.00 October 2012 \$24,437.50 \$28,750.00 22 Totals 22 \$24,437.50 \$28,750.00 0.00

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	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len	Spots	Rate Pri	Rtg Type	Spots	Amount
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					M-F 9-10a							ì		
	- 1	NEWS.	AT 9A											
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	3	4	10/18/12	10/18/12	M-F 9-10a	CM-All	9-10a	T	:30	) 1	\$500.001	0.00 NM	1	\$500.00
					M-F 9-10a							ì		
		NEWS.	AT 9A				P. NANAN			-10				
		Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		
	W	eek: 10/	/15/12	10/21/12	T	1	\$500.00	0.00						
	4	4	10/19/12	10/19/12	M-F 9-10a	CM-All	9-10a	F	:30	) 1	\$500.001	0.00 NM	1	\$500.00
					M-F 9-10a									
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	W	eek: 10/	15/12	10/21/12	F	1	\$500.00	0.00						



Contract / Revision

583233

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C16C22

Ln C	h	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
-		10/22/1	2 10/22/12	M-F 9-10a	CM-All	9-10a	W	:30	1	\$500.001	0.00 NM	1	\$500.0
	_			M-F 9-10a							ì		
NE	WS A		<b></b>	184	04-0011-	D-6-	Detina						
Mod	<u>Start</u> k: 10/2	<u>: Date</u> 2/12	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$500.00	Rating 0.00						
7				M-F 12p-1p	CM-All		W	:30	1	\$500.001	0.00 NM	1	\$500.0
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NO	N NOC	EWS		•									
	-	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				I		
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NC	N NOC	FWS		M-F 12-1p									
.,.		Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Weel	k: 10/1		10/21/12		1	\$500.00	0.00						
9	4	10/19/1	2 10/19/12	M-F 12p-1p	CM-All	12-1p	F	:30	1	\$500.001	MM 00.0	1	\$500.0
				M-F 12-1p									
NC	OON N		<b>~</b> 15.	184	04-0411-	Dete	Detine						
Mani	<u>Stan</u> 10/1 k:	Date	End Date 10/21/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00						
10				M-F 12p-1p	CM-All		M	:30	1	\$500.001	0.00 NM	1	\$500.0
ŧ0	44	10/24/1	a ivierie	M-F 12-1p	CIVITAII	1515	1-1	.00	,	4545.001	0.00 11111		******
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12	4	10/18/1	2 10/18/12	,	CM-All	4-5p	~ ~ T ~ ~ ~	:30	1	\$375.002	0.00 NM	1	\$375.0
	DGE .	ILIDV		M-F 4-5p							Ì		
30		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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14	4	10/17/1	2 10/17/12	M-F 7-9a	CM-All	7-9a	W	:30	1	\$825.001	0.00 NM	1	\$825.0
				M-F 7-9a									
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i	k: 10/1 4		2 10/18/12		ÇM-AII	<del>,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,</del>	0.00	:30	1	\$825.00 1	0.00 NM	1	\$825.0
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NE	EWS			,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,									
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	k: 10/1	***************************************	10/21/12	T	1	\$825.00	0.00	······································	····	***************************************			
16	4	10/19/1	2 10/19/12		CM-All	7-9 <b>a</b>	*****	:30	1	\$825.001	0.00 NM	1	\$825.0
NIC.	EWS			M-F 7-9a									
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Wee	k: 10/1		10/21/12	F		\$825.00	0.00						
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1 8 3			End Date	Weekdays	Spots/Week		Rating						
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18	4	10/21/1	2 10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	S	:30	1	\$500.001	O'AN WAIN	1	<b>ຈຸ</b> ໘ບູປຸ.(
	ምነ ስ <i>ነር</i> ት ማ	A SUN		ĢU / ™00									

Print Date: 10/22/12

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Contract / Revision

583233

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/22/12/ 10/22/12

Order Sep 00:15:00

Advertiser Missouri PMCSA

Product MISSOURI PMCSA

Estimate # C16C22

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Ln Ch		End	Inventory Code		-			ppus			AND DESCRIPTION OF	
18 4	10/21/1	2 10/21/12	Su 7-0a	CM-Ail	Su 7-9a	******	:30	1	\$500.001	0.00 NM	1	\$500.00
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	VS 7A SUN	E 15.1	Mita atoda on	01-00/1-	m-4-	Dation						
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	10/15/12	10/21/12				W	:30	1	\$1,800,001	0.00 NM	1	\$1,800.00
21 4	10/17/1	2 10/17/12	M-F 9-10p 9-930p	CIVI-AII	9-930p (9:00 PM-9:	V-	:30	1	\$1,600.00 1	U.QQ INNI	'	\$1,000.00
EOX	NEWS AT	3	a-a20b		(S.OO PINIO	30 F(NI)						
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22 4		2 10/18/12	M-F 9-10p		930-10a	~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	:30	1	\$1,800.001	MM 60.0	1	\$1,800.00
	i Gritari	ett jest sales tüb	930-10p	Agree Control	(9:30 PM-10	:00 PM)	1 600 407	,	de il de de la como de	#.wo .swi		*
FOX	NEWS AT	9			,							
!	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	10/15/12	10/21/12	T	1	\$1,800.00	0.00						
23 4	10/19/1	2 10/19/12	M-F 9-10p	CM-All	930-10p	F	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
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24 4	10/22/1	2 10/22/12	M-F 9-10p	CM-All	930-10p	M	:30	1	\$1,800.001	0.00 NM	1	\$1,800.00
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In the second se	10/22/12	10/28/12	M	· · · · · · · · · · · · · · · · · · ·	\$1,800.00	0.00	· <del></del>					
25 4	10/18/1	2 10/18/12	MLB Championsh			~~~~~~	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
NLC	0		MLB Championsi	tip Serie	(7:00 PM-10	:30 PM)						
	=	Fod Date	Mankana	CuataAlloak	Data	Dating						
	Start Date 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$3,000.00	Rating 0.00						
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26 4	10/16/1	& 10/10/14	MLB Championsh MLB Championsi	-	sp-cc		.39	4	1 00.000,64	U.UU NIN	4	\$6,000.00
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N 60 4	10/22/1	£ 10/44/14	MLB Championsi		ap-CC	161	.30	1	∌∺,೩೯೮.∪Ω I	U.QQ INIV	1	94,379.00
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yveek.	IVICALIA	14/60/16	ş = <b>X</b>		ψ=1,Q1 U.UU	0.00				Totale	Manager College	28 760 00

Totals

22 \$28,750.00